

## PURE INDIGO FLOW

An aniline-free\* indigo system that produces authentic denim without compromising our planet



THE ARCHROMA WAY TO A SUSTAINABLE WORLD

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Safe + Enhanced = The Enhanced Collection



### SAFE – IT'S OUR NATURE TO PROTECT

A solid core: Our deeply rooted goal to protect people and our planet. Safe to use, safe to release and also safe to wear.

### ENHANCED – IT'S OUR NATURE TO ADD ANOTHER LEVEL OF VALUE

Innovation is critical. With it, we create additional effects, functionalities and aesthetics and sustainable differentiation to bring additional value, helping consumers to achieve their goals, for a life enhanced.

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## Denisol® Pure Indigo 30 liq

### Pre-reduced indigo

- Aniline-free\*
- This product has received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate
- Same performance as regular indigo
- Manufactured in our award-winning Jamshoro production facility (Pakistan)

## Primasol® NF liq

### Wetting/penetrating agent

- Improved dye penetration
- Promotes uniform dyeing
- This product has a Cradle to Cradle material assessment statement, which permits its use in a Cradle to Cradle Certified certification at GOLD level



## Setamol® WS p

### Dispersing agent

- Maintains the indigo dye dispersion
- This product has a Cradle to Cradle material assessment statement, which permits its use in a Cradle to Cradle Certified certification at GOLD level

## Dekol® SN liq

### Chelating agent

- Reduces water hardness and staining of the dyeing machine
- This product has a Cradle to Cradle material assessment statement, which permits its use in a Cradle to Cradle Certified certification at GOLD level

\* Below limits of detection according to industry standard test methods

# PURE INDIGO FLOW / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Controlled and safe chemistry for the workers & consumers
- Enhances consistency of the dyeing process for premium quality
  - Shade reproducibility
  - Levelness (more 1st quality production)
- Aniline-free\* technology, less pollution, better for the factory workers
- Provide a market difference with a clear promise of sustainability to the consumer
- Exclusive technology in the market

### 'SAFE' WITH:

Archroma PURE INDIGO FLOW system



SAFE

### 'ENHANCED' WITH:

Archroma PURE INDIGO FLOW system



ENHANCED

\* Below limits of detection according to industry standard test methods

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CERTIFIED TO  
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For additional technical service and/or laboratory assistance, contact your local Archroma representative.

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